



vision • visibility • voice

## V3con2015

V3 Digital Media Conference  
presented by



Asian American  
Journalists Association –  
Los Angeles Chapter

Mailing Address:  
213 E. Third Street  
Los Angeles, CA 90013

<http://www.aaja-la.org>

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## V3 Celebrates Trailblazers in TV, Tech and Trends

**The Fourth Annual V3con Presented by the LA Chapter of Asian American Journalists Association will highlight Asian American trendsetters and influencers in the Digital Sphere**

Actor Randall Park, Yahoo Style Editor in Chief Joe Zee and BuzzFeed Publisher Dao Nguyen will be honored at the 2015 V3 Digital Media Conference, to be presented June 26-27 in celebration of Asian American contributions to media and culture.

The fourth annual conference, known as V3con, will be presented by the Los Angeles Chapter of the Asian American Journalists Association. The event recognizes the "Vision. Visibility. Voice" of Asian Americans and Pacific Islanders in digital and social media, with the goal of showcasing the most influential and interesting Asian Americans online while connecting diverse communities and building new media skills.

Online registration is open until 6 p.m. on Wednesday, June 24, 2015, at [www.v3con.com/registration](http://www.v3con.com/registration).

A gala awards reception, sponsored by Comcast NBCUniversal and emceed by Richard Lui of NBC News, will open the event on Friday evening, June 26. It will be followed by an all-day digital media conference of panels and workshops on Saturday, June 27, on topics including diversity in media and culture (breaking through the bamboo ceiling, reimagining the Asian superhero), digital skills and storytelling (livestreaming, podcasting) and social media (using metrics, examining the #BlackLivesMatter movement).

With this year's three "V" award winners, conference organizers again seek to recognize the contributions, talents and values of path-breaking individuals who have enabled Asian Americans and Pacific Islanders to become recognized as a significant force in media and the broader community. This year's recipients will appear and be recognized at the opening reception.

In addition to appearing on Friday, June 26, Randall Park, star of the breakout hit ABC series "Fresh Off the Boat" and winner of this year's Visibility Award, will return on Saturday, June 27, for a one-on-one "Conversation With" session to close out the conference.

Joe Zee, the influential editor in chief and executive creative officer of Yahoo Style, is this year's winner of the Voice Award, which honors a recipient who gives voice to Asian Americans and helps others find their voices.

Dao Nguyen, this year's Vision Award winner, was named publisher of BuzzFeed in October 2014. There, she is credited as a key executive behind the media company's rapid growth and audience development.

Past award recipients include journalists Ann Curry and Lisa Ling and restaurateur Roy Choi.



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**Event Information:**

Opening Awards Reception  
Friday, June 26, 6 to 9 p.m.

V3 Digital Media Conference  
Saturday, June 27, 8 a.m. to 6 p.m.

**Location:**

Japanese American National Museum  
100 N. Central Ave., Los Angeles, CA 90012

**Sponsors:**

Comcast NBCUniversal, Coca-Cola, McDonald's, CBS Entertainment Diversity, Nielsen, Verizon, AARP, Union Bank.

**Donations:**

Equinox, General Assembly, Kirin, Kollaboration, Lyft, Orchard Street Media, Panda Restaurant Group, Pocky, Pop'dUp.

**Details and updates:**

[www.v3con.com](http://www.v3con.com); Twitter: @v3con, #v3con.